

DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA ADVISORY BOARD

**Regular Meeting
Wednesday, January 5, 2005 8:00 a.m.**

Room 2A, Council Work Session Room
Hayward City Hall
777 B Street
Hayward, CA 94541

The Public Comments section provides an opportunity to address the City Council on items not listed on the agenda. The Council welcomes your comments and requests that speakers present their remarks in a respectful manner, within established time limits, and focus on issues which directly affect the City or are within the jurisdiction of the City. As the Council is prohibited by State law from discussing items not listed on the agenda, your item will be taken under consideration and may be referred to staff.

A G E N D A

- I. Call to Order
- II. Public Comment
- III. Approval of November 3, 2004 Minutes
- IV. Light Up the Season Recap
- V. Marketing Update
 - A. Review of Aileen Matteson Proposal
 - B. Discussion of Downtown Housing Survey Results
 - C. Downtown Business Directory
 - D. Next Steps
- VI. New Banners Update/Discussion
 - A. Member Survey Results
 - B. Next Steps
- VII. Adjournment

Assistance will be provided to those requiring accommodations for disabilities in compliance with the Americans with Disabilities Act of 1990. Please request the accommodation at least 48 hours in advance of the meeting by contacting Maret Bartlett at 583-4261 or by using the TDD line for those with speech and hearing disabilities at (510) 247-3340.

MINUTES
DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA
ADVISORY BOARD
Special Meeting of Wednesday, November 3, 2004

ATTENDANCE:

BIA Member	Present	Absent
Toni Barcelos	X	
Ned Carleton (Vice Chair)	X	
James Cohen	X	
Aileen Matteson	X	
Chris Zaballos (Chair)	X	
Alice Nguyen	X	
Rod Vargas	X	
Meg Shaw	X	
Lyman Menger	X	

VISITORS: Peggy Collett, Hayward Chamber of Commerce; Scott Raty, Hayward Chamber of Commerce; Barbara and Tom Sauerbrei, Sierra Display; Lori Moitié, Cotton Candy Express

STAFF: Jamie Hurley, Redevelopment Specialist; Cecelia Cooke, Redevelopment Secretary

I. Call to Order

The Chair called the meeting to order at 8:06 a.m.

II. Public Comments

No public comments. Jamie Hurley introduced Barbara and Tom Sauerbrei of Sierra Display and stated they were there to discuss the banners.

III. Approval of October 6, 2004 Minutes

Antoinette Barcelos said her comment at the October 6, 2004 meeting was not noted in the Minutes. The comment was that the BIA not spend their monies on things that are not for the downtown. The comment will be added to the corrected October 6, 2004 Minutes. Gail Lundholm commented that in her statement to BIA October 6th, the Volunteer Recognition Dinner is held at Centennial Hall, not City Hall. The Minutes were corrected.

Rod Vargas made a motion to accept Minutes, Chris Zaballos seconded; October 6, 2004 Minutes approved.

IV. New Banner Update/Discussion

Rod Vargas, Chris Zaballos and Jamie Hurley met last week to come up with ideas for the banners. Rod Vargas gave an update. Jamie Hurley passed out the list of ideas for review and discussion by the BIA Committee.

The objective for the banners is to instill civic pride and highlight the people of Hayward.

Some of the discussion points are listed below:

- More banners with fewer designs=less fixed costs. More designs=more fixed costs.
- The banners should display things that are unique to Hayward, e.g., Cal State Hayward, All Saint's Church, the Water Tower, the McConaughy House.
- Mix types of Hayward people along with architectural styles. The people would be displayed digitally. A few examples are: Cal State with students; City Hall with employees; Buffalo Bill's outdoor seating with patrons; Buffalo Bills brewmaster in front of tanks; All Saint's Church with an older couple who have attended for many years; Kennedy Park with children playing; Mt. Eden Choir; an old Victorian building or Green Shutter building with different types of merchant's represented, i.e., cobbler, pharmacist, barber, etc.
- Consensus of Committee is to not use specific business name if possible, but instead a type of business, especially older historical businesses.
- BIA could offer to pay Russell Foot or some other local photographer to do the digital photography. Barbara Sauerbrei said to not use filters so the photos would be lighter and better quality.
- Be careful with copyright issues that may arise if using images of people.
- Be careful with businesses/people because some would wonder why they were not selected and others were.
- There is no deadline, but the decision should be made soon, then presented to City for approval.
- The proposed theme for the banners is: "We are Hayward".
- Decision was made to send out the list via email for selection of the top 8-10 ideas. Mr. Hurley will send this list out this week.

V. Light Up the Season

Jamie Hurley introduced Lori Moitié from Cotton Candy Express. Mr. Hurley said Light Up the Season will be run similar to last year. Gail Lundholm has three or four groups scheduled to perform in the Rotunda throughout the evening.

Ms. Moitié spoke about how Cotton Candy Express got started and explained what services they are providing for Light Up the Season this year. She also thanked the Committee for letting them participate again this year.

The main stage will be across B Street from Newman Park again, and this year there will be a canopy covering the stage area in case of rain. Spotlights will be provided by Cotton Candy Express that will be seen about 3 miles away.

The groups performing are:

- Dancers
- Tap Dancing Christmas Trees
- Holiday Elves who are balloon artists
- Face Painters
- Flying Polamare Brothers
- Puppet company called Fantasy on Strings

Ms. Moitié said if anyone has any contacts with local schools or organizations for singers or dancers, to please let her know.

Miscellaneous Discussion about Light Up the Season

- Comment was made that poor lighting has been a problem in years past.
- There will be several children's rides again this year. They will be located between Main and Foothill. There will also be video games this year for the older children and food vendors.
- Peggy Collett showed the Committee the proof of Passport to Prizes flyer. Light Up the Season will also be featured in the Daily Review. There are 13 – 15 merchants participating in the Passport to Prizes so far. Scott Raty said the Evergreens in Newman Park have matured to the point where they can be used for the tree lighting ceremony rather than purchasing a Christmas tree. He's hoping the City would spend the savings on LED lights instead as they are more energy efficient/require less power. Mr. Raty said he will make sure extra lights are added to rails and tree wells.

- Lori Moitié suggested that the merchants might want to put up posters explaining where the Passport to Prizes participants are since people usually ask her. Scott Raty said he will do a banner that shows who is participating and where they are located.
- Jamie Hurley brought up that the performers will need a bathroom and a place to change clothes and asked for suggestions. Jim Cohen of the Medicine Chest offered the upstairs of his business for this, as long as it could be secured. Lori Moitié said she would monitor the performers and make sure everything was locked when done.

Miscellaneous Comments

- Aileen Matteson said she was under the impression that the Marketing Downtown idea discussed at the last meeting would be on this Agenda also. She wanted to see what direction to take and how to go about securing funding.

It was discussed that another special meeting to discuss this could be called in December, 2004 if the committee so desires; otherwise, it will be on the Agenda for the next regular scheduled meeting, in January, 2005.

VI. Adjournment

Meeting was adjourned at 9:13.

DOWNTOWN HAYWARD BART STATION HOUSING SURVEY

Summary of Responses

Please check (✓) one answer for each question unless otherwise noted. Your answers will be used for research purposes only and will be treated with strict confidentiality.

1. Which residential development do you live in?

Note: 163 responses received out of 470 surveys mailed (34.7% overall response rate)

31.3% Atherton Place

(51 out of 83 responded: 61.4% response rate)

30.7% Grand Terrace

(50 out of 118 responded: 42.4% response rate)

18.4% City Walk

(30 out of 77 responded: 39.0% response rate)

19.6% Pinnacle City Centre

(32 out of 192 responded: 16.7% response rate)

2. When did you move in?

2.5% Within the last month

16.0% 1 to 6 months ago

25.8% 6 to 12 months ago

55.8% More than one year ago

3. Where did you reside prior to moving to this location?

20.9% Another location within Hayward

79.1% Outside Hayward

4. What attracted you to live in the downtown area? (Please indicate the 2 most important factors)

8.9% Close to workplace

33.8% Close to BART and other public transit

33.8% Housing value

4.3% Other (Please specify) _____

6.3% Neighborhood atmosphere

2.0% Parks and other public facilities

10.9% Convenient to shops and restaurants

5. Why did you choose to live in this particular residential development?

(Please indicate the 2 most important factors)

8.8% Community atmosphere

11.0% Architectural design of the development

25.6% Floor plan (size, layout, number of rooms)

4.9% Exterior amenities (landscaping, playground, swimming pool, common area, parking, etc.)

3.9% Other (Please specify) _____

10.7% Availability of unit

31.5% Price/Rent of unit

3.6% Safety

6. Do you own or rent?

79.1% Own (98.5% of all ownership units)

a. If own, are you the original owner of the unit?

78.3% Yes

20.9% Rent (All units in Pinnacle City Centre)

21.7% No

7. How many bedrooms are there in your unit?

10.6% 1

56.3% 3

33.1% 2

8. How many people live in your unit?

Note: 367 people total; 2.25 average household size

21.6% 1 (Please proceed to Question 11)

12.4% 4

42.5% 2

1.3% 5 - 7

22.2% 3

0.0% More than 7

9. If there are children age 18 or younger in your household, how many are there and what are their ages? Note: 54 children total; 38 households (23.3%) have children

a. There are 28 children under age 5 in my household.

b. There are 19 children between age 5 and 13 in my household.

c. There are 7 children between age 14 and 18 in my household.

10. If there are children age 18 or younger in your household, which type of school(s) do they attend?

a. 12 Hayward public schools

b. 14 Other schools

c. 26 Too young to attend school (under age 5)

11. What are the ages of the adults (persons over age 18) in your household?

Note: 305 adults total

a. There are 27 persons between age 18 and 24 in my household. (8.9%)

b. There are 221 persons between age 25 and 44 in my household. (73.2%)

c. There are 53 persons between age 45 and 64 in my household. (17.5%)

d. There are 4 persons age 65 or over in my household. (1.3%)

12. How many vehicles belong to people living in your household?

Note: 281 vehicles total; 1.75 vehicles per unit average; 0.69 vehicles per bedroom average

3.1% 0

11.8% 3

32.3% 1

0.6% 4

52.2% 2

0.0% 5 or more

13. How many vehicles did your household have before moving to this location?

Note: 298 vehicles total; 26 households had more vehicles before, 9 households had fewer vehicles before

1.2 0

12.4% 3

31.1% 1

1.2% 4

52.8% 2

1.2% 5 or more

14. How many members in your household use BART to commute to work/school on a regular basis?

Note: 97 adults use BART regularly; 31.0% of total adults

51.9% 0

11.3% 2

36.3% 1

0.6% 3 or more (Other)

15. How often do members in your household use BART for non-work /non-school related purposes?

7.5% 3 or more times per week

42.9% At least once a month

14.3% 1 or 2 times per week

35.4% Rarely or Never

16. How many members in your household use AC Transit (i.e. bus) to commute to work/school on a regular basis?

Note: 22 adults use AC Transit (buses) regularly; 7.0% of total adults

90.2% 0

2.5% 2

6.7% 1

0.6% 3 or more (Other)

17. How often do members in your household use AC Transit (i.e. bus) for non-work/non-school related purposes?

1.9% 3 or more times per week

4.3% At least once a month

3.1% 1 or 2 times per week

90.7% Rarely or Never

18. What would encourage you or members of your household to use public transportation more frequently (BART, Amtrak, bus)?

3.9% More frequent stops

15.8% Other (Please explain):

38.2% Less expensive

Better safety & cleanliness (35.3%)

42.1% Appropriate destinations

Nothing (23.5%)

Extension of hours and/or routes (23.5%)

Better information/reliability (17.6%)

19. Are vehicles regularly parked in the garage at your home?

93.1%* Yes (72.4% of rental units)

6.9% No. Why not? _____

*5 units have no vehicles

20. Is there enough parking in your development for residents?

40.9% Yes

59.1% No. Where do they park? _____

Street (60.4%)

BART/public garage (17.9%)

Common area (14.2%)

Not specified (7.5%)

21. Is there enough parking in your development for visitors?

31.7% Yes

68.3% No. Where do they park? _____

Street (62.2%)

BART/public garage (18.9%)

Common area (9.4%)

Not Specified (9.4%)

22. Do you or members of your household park your vehicles on public streets near your complex?

9.9% Everyday

24.1% Occasionally

11.7% Often

54.3% Rarely or Never

23. How easy is it to find street parking within reasonable distance from your home?

7.7% Very Easy

14.2% Easy

37.4% Acceptable

25.8% Difficult

14.8% Very Difficult

24. Are there any changes to the design/layout of your individual unit and/or complex you would make?

If so, please explain.

55.2% say yes

Changes to unit design/layout (35 households) More on-site parking (32) Miscellaneous (37)

25. How often do you use the common open space area in your residential complex (resting benches, swimming pool, community room, green lawn, playground, etc)?

11.0% More than 2 times per week

30.1% At least once a month

11.0% 1 or 2 times per week

47.9% Rarely or Never

26. How often do you or members of your household visit parks or other open space in Hayward?

8.2% More than 2 times per week

33.5% At least once a month

10.8% 1 or 2 times per week

47.5% Rarely or Never

a. Which parks or open space do you visit? (Please list)

27. Is downtown Hayward your primary shopping destination for your daily needs?

58.7% Yes

41.3% No

28. How often do you patronize grocery stores in downtown Hayward?

7.5% 4 or more times per week

45.3% 1 time per week

35.4% 2 to 3 times per week

11.8% Rarely or Never

29. How often do you patronize other, non-grocery retail stores in downtown Hayward?

0.6% 4 or more times per week

39.5% 1 time per week

13.6% 2 to 3 times per week

46.3% Rarely or Never

30. How often do you patronize restaurants or other food service outlets in downtown Hayward?

3.7% 4 or more times per week

45.7% Less than 1 time per week

24.1% 2 to 3 times per week

26.5% Rarely or Never

31. What other stores or services do you patronize in downtown Hayward (Farmers' Market, hair salon, bank, medical office, cleaners, etc.)? (Please list)

NONE or No Response (23.9%)

a. How often do you patronize these stores or services?

4.8% 4 or more times per week

23.4% 1 time per week

27.4% 2 to 3 times per week

44.4% At least once a month

32. What cultural, recreational, entertainment, or other attractions do you visit in downtown Hayward (library, museums, art galleries, etc.)? (Please list)

NONE or No Response (49.1%)

a. How often do you visit these facilities or attractions?

1.2% 4 or more times per week

25.9% 1 time per week

9.9% 2 to 3 times per week

63.0% At least once a month

33. What other kinds of retail stores, personal services, eating and drinking establishments, cultural facilities and recreational or entertainment attractions would you like to see in downtown Hayward? (Please list)

34. Is there anything about your living environment you think we should know but have not asked? (Please explain)

Thank you for your participation. Please mail, fax or drop off the survey at City Hall.

(Results reflect surveys received through September 20, 2004)

BIA Banner Program Voting Form
November, 2004

INSTRUCTIONS: Please mark either yes or no next to each proposed image by placing an X in the appropriate box. A 'yes' vote means that you think it would be appropriate for inclusion in the banner program. A 'no' means you feel it is an inappropriate representation for this set of banners. In addition, for those items that you marked 'yes', please indicate your preferences by ranking your top 5 choices (i.e. place a 1 in the box next to the proposed image that you think is the best, 2 for second best, and so on). The rankings will help us to narrow the list further as needed.

PROPOSED IMAGE	YES	NO	RANK
Kennedy Park w/ children on Carousel			5, 2, 7
Cal State Hayward w/student(s) in front of tall admin building			6, 1, 5, 1
All Saints Church w/older couple in front			7, 3, 7, 2
Ken Rawson, Choir Director of Mt. Eden with Choir			8, 3, 4
Green Shutter Hotel with different type businesses			2
Jim Cohen or other merchant at their business			4, 8
Elementary school with student(s) holding books, etc.			1, 9
City employees in front of City Hall			4, 10
Fireman (or firewoman) in front of Station #1	 		1, 3, 5, 6, 3
Architect with set of plans in front of new housing project			2
John Carbone, brewer for Buffalo Bills in front of brew tanks			1, 5
Service Club Members planting a tree			
Antique business owner in front of antique store			

BIA Banner Program Voting Form

November, 2004

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